



Minneapolis
City by Nature

**Stakeholder Experience Subcommittee
of the
Stadium Implementation Committee
October 22, 2012**

Meet Minneapolis

- Vision: Minneapolis, the Destination of Choice
- Mission: To market, sell and maximize the visitor experience of Minneapolis for the economic benefit of our community.

Vikings Stadium Economic Impact

The January 17th 2010 NFL playoff game against the Dallas Cowboys alone generated the following benefits over the course of the playoff weekend:

- \$9.1 million in overall economic benefit.
- \$5.8 million in direct spending by non-metro residents.
- 113 **additional** jobs.
- \$3.6 million in **incremental** labor income.

Meet Minneapolis Local Organizing Committee (MMLOC)

Mission:

To augment the work of Meet Minneapolis in the solicitation, funding and hosting of major (utilizing significant hotel rooms) sports and special events for the purpose of increasing awareness about Minneapolis, community pride and economic benefit to the community we serve.

Strategy:

To **enhance** existing major events, to **attract** new major events, and to **create** new major events that leverage Minneapolis' unique assets.

Stadium Design Considerations

- Creating a sense of place or destination/ Enhancing the visitor experience (external video screens, historical memorabilia , etc.)
- Flexibility in hosting a wide variety of special events
- Developing connectivity between stadium and Minneapolis Convention Center (MCC)
- Ability to fully darken interior for events

Attachments

- Homefield Advantage Press Release "Minnesota Stands to Lose if Minneapolis Stadium Deal Doesn't Get Done Soon"
- Forbes Magazine article "Indianapolis Teaches Future Super Bowl Host Cities that Convenience is King"